



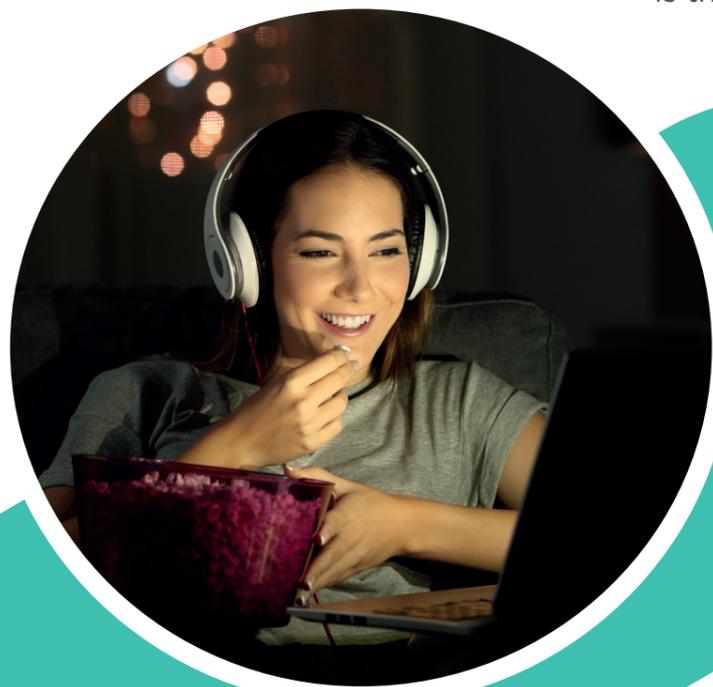
Media, entertainment and gaming: go to market faster with tech-fuelled innovation

Get connected to stay competitive

Netflix and over-the-top (OTT) heavyweights have raised the bar for media, entertainment and gaming. The public now demand easy-to-use, binge-worthy services that are personalised, moreish, and affordable. Value is vital where household incomes have taken a hit.

But unless media companies reinvigorate stalled transformation initiatives, they can't compete. The push is on to work faster, more collaboratively and more creatively. Innovation starts with the enabling technology - telecoms infrastructure.

The better-connected content provider is the one who'll come out on top.



It's all to play for

The digital media growth wave is still rising. The provider who can strike new partnerships, go to market quickly with fresh offerings, and deliver world-class customer service is best positioned to capture and keep viewers' attention.

\$300 billion

US\$86.6 billion

60%

The gaming industry is now worth \$300 billion, more than the combined markets for movies and music.

Over-the-top (OTT) video global revenue surged by 26.0% in 2020 to US\$50 billion and is expected to reach US\$86.8bn in 2024.

By 2023, global entertainment and media revenues are expected to reach USD2.6 trillion, with digital accounting for over 60% of the total.

Are you ready to compete?

Competition for consumer attention is fierce. Customers are quick to sign up to new digital services to see favourite content, but they also tend to binge and bolt.

But content providers can raise their game with powerful enabling technologies. When you're connected,

you're equipped to produce fresh content faster, and distribute and monetise it more effectively.

When free trials or favourite shows finish, it doesn't have to be the end of hard-won customer relationships. As a connected content provider, your technologies position you to:



Delight users with targeted, data-driven content suggestions that keep them loyal



Deliver multisensory content that leverages augmented and virtual reality and 360° video



Unify a dispersed workforce with effective collaboration tools that reduce time-to-market



Increase watch time: TikTok's content-serving algorithm drove a 94% increase in time spent per visitor



Deliver real-time content thanks to ultra-low latency connectivity



Continually improve personalisation with scalable AI tools that build user profiles



The four steps to win the race for customer loyalty

In the competition for hearts and minds, connectivity doesn't just get you ahead, it keeps you there. To win loyalty, providers need to power-up innovation activity in four, connectivity-driven areas:

Step 1: Better connect multisensory experiences

Media, entertainment and gaming companies have been trialling innovative, multisensory content, and the pandemic has accelerated the blend of virtual and physical. Robust connectivity is a must-have to maximise these technology-rich opportunities, now and in the near future.



Connectivity is vital for multisensory experiences, including virtual reality and augmented reality (AR)



One festival sent ticket-holders "welcome boxes" that sprang to life with an AR map of the grounds



Customer interaction with virtual assets & apps improve personalisation capabilities and business intelligence



Step 2: Strengthen the connection of innovative partnerships

Partnering has opened new synergies for media and entertainment companies and better content for fans. But without a network and connectivity that's integration-ready, companies may struggle to partner and merge, even as these opportunities continue to grow.



Collaborations like recent strategic details between music, gaming and film studios have content at their heart: robust connectivity is vital to bring it to market fast



Collaborative ecosystems for content production are powered by super-high bandwidth, to shorten development times and beat out competitors



5G's faster speeds and ultra-low latency will drive even more collaboration and convergence between video, games, and music



Step 3: Unite a global production house

Content creation has always demanded teamwork, but the pandemic has super-charged the need to support dispersed production teams. Companies still struggling with fragmented infrastructure or sub-standard collaboration tools will be left behind as agile competitors embrace digital tools for slicker productions and faster time-to-market.



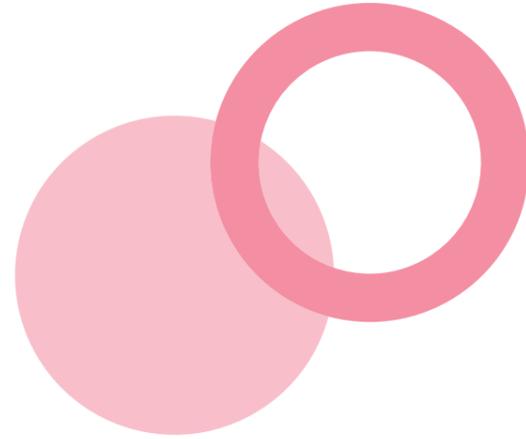
Tap into the best production talent anywhere, supported by tools that are decentralised and cloud-based, and rely on rock-solid connectivity



An intelligent network and robust encryption are vital to protect content assets from piracy or attack



Tapping into a global fibre network allows you to upload and distribute high-quality content faster, to out-shine the competition



Step 4: Connect and adopt emerging technologies to predict content demands

Producers who can best deliver content that meets customer tastes will win their loyalty. Ultra-low latency networks to deliver on-demand streaming and gaming experiences are vital, and AI and machine learning are key for predicting what the public wants. World-class infrastructure and connectivity are essential in order to make the most of these technologies.



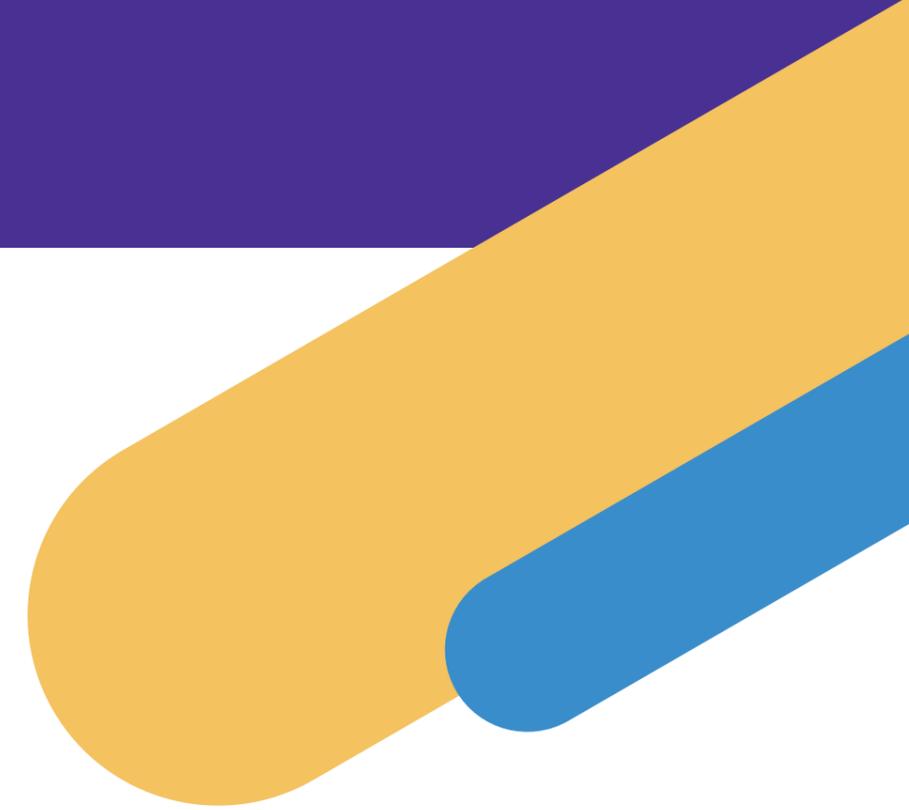
Connect into cloud-based AI and machine learning tools to predict which content customers want next



Reap the benefits of successful content algorithms: TikTok's algorithm helped it grow unique visitors 55% in just six months



Ensure your network can support edge computing, to deliver a low-latency user experience, even for real-time, high-bandwidth content



Give the people what they want

The digital media boom, with its explosion of content choices for consumers, is a double-edged sword. New offerings entice customers to sign on to services, but content overload is real. As customers cut back their

subscription services, providers need to excel at everything from content discovery to the customer experience, to be sure they're among the ones left standing.



45%

of US subscribers say that they paid for a specific streaming video service to watch new original content not available anywhere else.



43%

The churn problem is real and growing. Among Millennials, 40% felt "overwhelmed" by the number of subscriptions they manage, and 43% intended to reduce them.



Can your network do this?

Colt's IQ network delivers ultimate connectivity that makes a difference – for you and your subscribers. High bandwidth, SD WAN capabilities, and local expertise all help create a unified ecosystem, essential to deliver innovative content that keeps you ahead.

Here are key questions to ask, to determine if your network is an asset in the race for consumer loyalty:

- ✓ Can your network allow rapid scaling of bandwidth in line with demand?
- ✓ Does it support real-time collaboration among teams, including voice?
- ✓ Does it promote secure use of integrated customer data across departments?
- ✓ Are you ready to deliver the low-latency gaming and media streaming enabled by edge computing?
- ✓ Are you proactively protecting against cybersecurity threats to IP and customer data?
- ✓ Can the network support end-to-end encryption for the most sensitive content streams?
- ✓ Does it have the capacity to support the ramp-up of virtual and remote production tools?
- ✓ Do you have visibility across on-premises and cloud-hosted services?
- ✓ Does your network provide secure access to AI and machine learning tools in the cloud?
- ✓ Is your network ready to integrate with strategic partners as new opportunities arise?

Transforming connectivity is the first step in lasting change

Media, entertainment and gaming won't go back to the pre-pandemic status quo. The industry must move forward. Providers who optimise connectivity are best placed to get out in front and stay there. Market leaders are:

- First to deliver exciting new content experiences
- Best able to predict and meet changing customer needs
- Fastest to adopt game-changing, technology-centric production techniques
- Ready to combat churn with a customer experience that's second to none

Infrastructure drives performance

When your enabling network and resources are optimised, the ground-breaking content you want to deliver is easier to plan, produce, deliver and monetise.

Discover why enterprises like yours choose Colt: for our global reach, our wholly owned intelligent network, our unmatched managed network security capabilities, and our proven track record of collaboration with partner ecosystems.



How can we help you?

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Contact a Colt sales executive today to arrange a 1-to-1 discussion. Let's explore how you can continue to innovate and consolidate your competitive advantage by putting connectivity first.

www.colt.net or contact sales@colt.net